



The Commonwealth of Massachusetts

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\$300,000 in Agricultural Marketing Grants Awarded

Organizations given funding for innovative initiatives to support local agriculture

BOSTON – The Department of Agricultural Resources (DAR) announced today that nearly \$300,000 in grant funding will be disbursed to 36 organizations for innovative marketing proposals under the 2008 Massachusetts Agricultural Marketing Grants program.

The Agricultural Marketing Grants are awarded to projects that promote and enhance the Commonwealth's agricultural industry. This year's awardees include organizations from across the Bay State – from Nantucket to Great Barrington – that seek to promote long-term viability and vibrancy of the Massachusetts agricultural community through education, new marketing techniques, and promotion of "buy local" initiatives.

"The breadth of innovative ideas and overall response was overwhelming," DAR Commissioner Douglas Petersen said, adding that the Department accepts proposals from agricultural fairs, farmers' markets, commodity trade group associations, agricultural service organizations and non-profit organizations including agricultural commissions. "From something simple like providing continuing education for Christmas trees growers so they can remain competitive to expanding a farmers' market in a disadvantaged inner-city neighborhood where there are high rates of hunger, the proposals were inspiring and bring hope for even more great things for Massachusetts agriculture and the local economy in general."

In selecting awardees, DAR looked for projects that met at least one of the following criteria: promotes Massachusetts agriculture; educates consumers about Massachusetts agriculture or products; increases the economic potential of the state's farming industry; or offers technical marketing assistance to one or more agricultural entities. The department gave special consideration to proposals aimed at contributing to the development of new or alternative agricultural products or pursuits, increasing opportunities for direct sales, and enhancing opportunities for farmer and public participation in Massachusetts agricultural fairs.

A list of this year's recipients and a description of their proposals is below.

Organization: Cape Cod Cranberry Growers' Association
Town: East Wareham
Project: "Neighbor to Neighbor" An Agricultural Communications Project
Grant Amount: \$6,000.00
Project Description: This organization will create, print and distribute brochures to educate neighbors of cranberry producers about cranberry production in order to prevent conflict

Organization: Red Tomato
Town: Canton
Project: Market-driven product development for Massachusetts Vegetable crop
Grant Amount: \$20,000.00
Project Description: To increase market opportunities by developing new products (baby cabbage, Brussels sprouts on the stalk, baby lettuce) and to increase trade buyers' purchase of Mass grown products through coordinating farm visits and large presentations for buyers.

Organization: Worcester County and Eastern Massachusetts Sheep Producers
Town: Millbury
Project: Sheep Breeders Blanket Program
Grant Amount: \$2,281.00
Organization: Worcester County and Eastern Massachusetts Sheep Producers
Project Description: To create a wool market through the production and marketing of "The Massachusetts Blanket"

Organization: American Farmland Trust
Town: Northampton
Project: Municipal Resource Guide For Agriculture
Grant Amount: \$8,787.00
Project Description: A comprehensive resource guide to provide Agricultural Commissions and local officials with the tools needed to make their communities farm-friendly

Organization: Plymouth Farmers' Market
Town: Plymouth
Organization: Plymouth Farmers' Market
Grant Amount: \$4,925.00
Project Description: for marketing materials to promote the market and participating farm members; to populate and promote the market's new website

Organization:	Berkshire Area Farmers' Market
Town:	Lanesborough
Organization:	Berkshire Area Farmers' Market
Grant Amount:	\$3,000.00
Project Description:	Marketing and local advertisement to promote the market

Organization:	Three County Fair
Town:	Northampton
Project:	Three County Fair Marketing and Signage
Grant Amount:	\$3,500.00
Project Description:	Internet advertising to promote the market to young people

Organization:	Dartmouth Farmers' Market
Town:	Westport
Project:	Agriculture Celebration at the Dartmouth Farmers' Market
Grant Amount:	\$500.00
Project Description:	Creation and purchasing of signs to promote the market

Organization:	Massachusetts Christmas Tree Growers' Association
Town:	Sterling
Project:	Massachusetts Christmas Tree Association's 50 th Anniversary Growers' Educational Seminar
Grant Amount:	\$2,500.00
Project Description:	an educational seminar for Christmas tree growers

Organization:	Cape Cod Cooperative Extension
Town:	Barnstable
Project:	Buy Fresh, Buy Local—Cape Cod
Grant Amount:	\$23,000.00
Project Description:	To implement a new Buy Local Program in the Cape Cod region of the Commonwealth.

Organization:	Farmers' Committee for Brooklawn Park and Wing's Court Farmers' Markets in New Bedford, MA
Town:	New Bedford
Project:	Promote locally grown food at the Brooklawn Park and Wing's Court Farmers' Markets in New Bedford
Grant Amount:	\$3,500.00
Project Description:	For local advertising promoting the Farmers' Market

Organization: Belchertown Farmers' Market and More
Town: Belchertown
Project: Marketing the Market
Grant Amount: \$2,000.00
Project Description: To continue the growth of the Farmers' Market though developing marketing material and creating a financial structure for the Market.

Organization: Hitchcock Free Academy Community Center
Town: Brimfield
Project: Support Local Bounty—The Hitchcock's Farmers' Market
Grant Amount: \$820.00
Project Description: To create and promote an educational series highlighting farmers and artisans during the market.

Organization: Revere Beach Partnership
Town: Revere
Project: Revere Beach Farmers' Market
Grant Amount: \$3,254.00
Project Description: Multilingual promotional materials and events for the market

Organization: Massachusetts Flower Growers Association
Town: Bedford
Project: Massachusetts Flower Growers Buy Local Marketing Project
Grant Amount: \$25,000.00
Project Description: The proposal is to undertake a marketing campaign to promote the awareness among consumers of the timing, value and benefits of Buying Locally grown plants and flowers.

Organization: Community Health Programs
Town: Great Barrington
Project: Wednesday Evening Medley Farmers' Market Expansion
Grant Amount: \$6,500.00
Project Description: To expand the Medley Farmers' Market, create new selling venues for farmers, and create connections between farmers and lower income residents

Organization: The Food Bank of Western Massachusetts
Town: Hatfield
Project: Concerned Citizens of Mason Square Farmers' Market
Grant Amount: \$10,450.00
Project Description: To expand a farmers' market in Mason Square Springfield, a disadvantaged inner-city neighborhood that has significantly high rates of hunger and food insecurity.

Organization:	Regional Environmental Council
Town:	Worcester
Project:	Main South Farmers' Market
Grant Amount:	\$2,500.00
Project Description:	Creation of the Main South Farmers' Market targeted to the inner city low-income neighborhood of Main South Worcester.

Organization:	Carver Agricultural Commission
Town:	Carver
Project:	Promoting and Marketing the Carver Farmers' Market
Grant Amount:	\$4,000.00
Project Description:	Development of a Farmers' Market brochure and Website to promote the market

Organization:	Westford Farmers' Market
Town:	Westford
Project:	Westford Farmers' Market 'On the Common'
Grant Amount:	\$10,450.00
Project Description:	Develop and implement a marketing and public relations program with the goals of increased sales and participants and ensured viability and self-sustainability.

Organization:	Sustainable Nantucket
Town:	Nantucket
Project:	Sustainable Nantucket's Farmers' and Artisans' Market
Grant Amount:	\$8,000.00
Project Description:	For the marketing and promotion of the 2008 Farmers' Market

Organization:	Massachusetts Woodlands Cooperative
Town:	South Deerfield
Project:	Collaborative Print / Radio / Internet and Agricultural Fair Marketing for Small Agricultural Enterprises
Grant Amount:	\$13,000.00
Project Description:	to develop an integrated marketing strategy; expand the website to include individualized web pages that describe agricultural products and services available from Coop. Members; provide access to the website for coop members so that they can update their pages; advertise in regional media and at an agricultural fair; gather data of web site visitors and Coop sales

Organization: Quincy 2000
Town: Quincy
Project: Quincy Farmers' Market
Grant Amount: \$9,500.00
Project Description: to significantly expand the number of participating vendors and customers that patronize the Quincy Farmers' Market through a partnership with the Quincy Restaurant League, the creation of bi-lingual marketing material, and raising the overall market profile through pro-active and dynamic marketing and event planning.

Organization: Greenfield Farmers' Market
Town: Greenfield
Project: Marketing a Hidden Gem in Franklin County: The Greenfield Farmers' Market
Grant Amount: \$12,860.00
Project Description: Develop a comprehensive marketing plan that includes development of an identity and message, marketing tools, promotional campaign, outreach and education. In addition, the market will be enhanced as a "destination" by featuring live music and cooking demonstrations

Organization: Bolton Agricultural Commission
Town: Bolton
Project: From Apples to Zinnias: Promoting Agriculture in Bolton
Grant Amount: \$6,800.00
Project Description: Producing an education brochure about Bolton's agricultural heritage and current activities, create an Agricultural Commission website, promotions at the Bolton fair, held a "Holiday Sale" for local businesses and agriculture.

Organization: Massachusetts Farm Wineries and Growers' Association
Town: South Dartmouth
Project: Strategic Marketing Plan
Grant Amount: \$19,350.00
Project Description: Participation in Massachusetts Office of Travel and Tourism Annual meeting, develop a public relations program to promote wineries, participation at the Boston Wine Expo in 2009, participate in culinary and restaurant shows, develop materials to assist wineries in the regulatory process.

Organization: Pilgrim RC and D
Town: West Wareham
Project: Statewide Agricultural Commission Conference
Grant: \$25,000.00
Project Description: To hold the first state-wide conference of the Agricultural Commissions

Organization: Community Involved in Sustaining Agriculture
Town: South Deerfield
Project: Capturing on-line consumer interest in for Massachusetts Agriculture
Grant Amount: \$8,000.00
Project Description: to create an on-line farm products guide to help farmers' develop their e-business marketing tools and websites by creating a mechanism to drive consumers directly to the pages of local farms.

Organization: Rutland Agricultural Commission
Town: Rutland
Project: Rutland Agricultural Products Brochure
Grant Amount: \$2,500.00
Project Description: Increase public awareness of agriculture, and the positive impact it has on the town.

Organization: Groundwork Lawrence
Town: Lawrence
Project: Lawrence Farmers' Market
Grant Amount: \$13,000.00
Project Description: to implement the initial phase of its marketing and promotion plan for its 2008 Farmers' Market season

Organization: Roslindale Village Main Street
Town: Boston
Project: Roslindale Village Farmers' Market
Grant Amount: \$2,250.00
Project Description: to Market Roslindale Village as a dynamic and appealing destination for food, fund and urban shopping through developing signs and banners.

Organization: Barnstable County Agricultural Society
Town: East Falmouth
Project: Barnstable Harvest Expo
Grant Amount: \$15,000.00
Project Description: market, stage and host a regional expo for two days

Organization: Falmouth Agricultural Commission
Town: North Falmouth
Project: Falmouth Farmer's Market Promotion and Local Food Production
Grant Amount: \$4,200.00
Project Description: Creation of a Farmers' Market for vendors from Barnstable, Bristol and Plymouth Counties

Organization: Berkshire Grown
Town: Great Barrington
Project: Great Barrington Farmers Market
Grant Amount: \$2,000.00
Project Description: for a demonstration chef and website maintenance

Organization: Ashfield Agricultural Commissioner
Town: Ashfield
Project: Educational and Promotional Project for Local Agriculture
Grant Amount: \$2,185.00
Project Description: to develop a multi-use exhibit to promote local agriculture for use at fairs and other local events.

Organization: Hardwick Community Fair
Town: Hardwick
Project: Hardwick Community Fair Connects!
Grant Amount: \$12,000.00
Project Description: Promotion of the fair through the construction of a website, brochure and press kit / advertisements



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